

Designer Tina Malhame looks at what to wear this winter and suggests dressing for the tropics!

Multi-award winning designer Tina Malhamé was branded ‘The best designer on the high street’ by the fashion king George Davis, whom she worked alongside for years. She has also worked as an advisor to the EU in Brussels to promote Indian manufacturers. Tina was principal designer for favourite UK brands including Per Una, Monsoon, Next and Laura Ashley.

Building on her solid credentials as an established talent, in 2011 Tina launched her own label NoLogo Chic, <http://nologo-chic.co.uk> an online store offering luxury clothing for women in carefully sourced natural fabrics. Tina visits Italy, India, Paris, Sri Lanka, Hong Kong, the Philippines and beyond to source the most authentic craftspeople and the finest fabrics for her designs. She has won multiple awards including the Christian Lacroix award for International Linen design.

Tina’s accessible style has featured up and down the high street. Here she tells us about the latest trends filtering down to us from the catwalks for this season.

Tina writes:

What’s new this season? Seventies chic was never out, with that classic flared trouser shape, now cropped to allow a decent flash of boot with a chunky heel. The biggest surprise comeback however has been the resurgence of corduroy. Geography teacher cord, with its corn row weave and dressing-for-comfort connotations is this season’s biggest hitter. Vintage cord is über cool of course, but there are plenty of new styles to choose from including ultra-flared trousers and the classic A-line maxi, both in finest needle cord. Fashion can always be said to be a reinvention, a restyle of an old favourite, but who would have guessed that allotment chic would get serious?

Gorgeous corduroy, with its soft velvety pile changing tone when held this way or that. The ribbed fabric tickling the fingers as the hand runs over the cord. Every colour on the planet improves when dyed into this marvellous cloth. I am reminded of a 1950’s image of Steve McQueen wearing a corduroy jacket which gives this cuddly fabric its rightful

edge. In my opinion the look to go for is a battered corduroy jacket, one that has been lived in, the pile having soaked up a mixture of cigarette smoke and diesel fumes.

In addition to cord, there is a ripple of plaid. Hacked up into different colourways and digitised for super sharp patterning, autumn winter this year is an homage to Miss Marple, striking both very subtle and exuberant notes. A muted plaid cape can be carelessly thrown over a plain outfit, held in place by a statement brooch. Plaid cigarette pants and slacks are appearing in classic tartans and shop windows are showcasing new psychedelic designs incorporating fuchsias, limes, purples, and this season's biggest colour, red.

A statement red dress – always fabulous at Christmas, with toning scarlet tights might not be for everyone, and the joy of red is that it can be referenced in low-key ways. A flash of vermilion lipstick to enhance a plain black dress, all set off with a pair of red shoes - is enough to be bang on trend. Sweaters this season are polo necks and worn enormous. If the sleeves don't flap empty way past the knees then the sweater is too small, and it ideally needs to be red and worn with a very wide belt.

For the super brave- there is a fringing thing going on. A fringe, as an embellishment was seen on handbags last season, from beach totes to cross body purses as well as on the arms of classic suede jackets. This season, they are on everything. The catwalks featured slinky dresses with hem fringing down to the floor, kicking up as the model walked. We are also seeing elaborately fringed coat hems and accessories. Retailers will be likely to moderate this exuberant flourish and so look out for items with a more subtle display of fringing, perhaps on the pockets.

There have been flashes of feathers as well, mainly used on high fashion items. The drawback with feathers tends to be that the garment cannot be washed, but if they are used as an embellishment - such as an extravagant boa wrapped around the neck as a contrasting collar to a plain dress, they can look stunning. No shortage of feathers at the moment of course, with it being turkey season!

However, if you find the cold bleak days of winter wearing you down as you hide under layers of corduroy and feathers, grab a kaftan and a linen tunic and book a trip to somewhere warm – it's always summer somewhere! More and more people are now taking a winter break to escape to the sun and this time of year where do you find summer clothes? Relax – I'm on it!

My brand new Resort 2018 Collection features the latest NoloGo designs in stunning colours and the finest fabrics. They are comfortable, versatile and easy to pack. The collection is full of eye popping colour and surprising twists on tropical florals for those lucky enough to be on their way to sunnier climes over the winter months.

Florals will remain popular for spring summer 2018, so a holiday wardrobe from NoLoGo will hold its value per wear right through to the end of next summer and beyond. I have added to my patterns with huge wild and wonderful zebras and cheetahs which peep from behind banana leaves! Monkeys and leopards hide within vivid green foliage. Often this madness is a base for further decoration with beads and ethnic embroidery laid on top. Whacky? You bet.

There is also an essence of Florida in the 1960's. I have been inspired by classic Lilly Pulitzer prints, inspired by fresh-from-the-grove grapefruits and oranges. Talking of juice, there are plain colours too, lime, satsuma and tomato patch worked together in deference to the deconstruction craze, or on their own with a touch of embroidery which fizzes in a clashing tone.

Simple lines, simple shapes. There are maxi lengths evoking glam leisure, shorter hems to show off lucky sun kissed legs, but possibly the favourite is a length somewhere in-between. Useful for just about every situation, cocktails, sightseeing, lunch by the beach or just because you love it.

Stylishly yours, Tina.